The first step to your new logo and signage

A successful logo or sign design begins with the designer having a solid understanding of your business, your market and your goals. Let's take a few minutes to identify those so that you get an effective, appealing design that works for your business.

What's the full name of your business?

_____

Do you have a company tagline or motto?

_____

Tell me the nature of your business or services:

_____

Who is your primary customer—male/female, young/old, individual/corporate, etc.?

_____

Is there anything in particular that you don't like about your current business image?

_____

List some adjectives that describe the image you want your logo to convey—traditional, trendy, retro, established, playful, elegant?

_____

What are the key applications for your logo—signage, stationery, web, vehicle graphics, etc.?

_____

Do you have any color preferences or colors you don't care for?

_____

Which logos from our portfolio or elsewhere do you especially like?

_____

Which logos from our portfolio or elsewhere do you especially dislike?

_____

Are there symbols or icons that you would like to incorporate into your design?

_____

Are there symbols or icons that you would not want used in your design?

_____

Feel free to jot down any comments you feel will help us as we develop your design:

_____